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# Automotive News.

February 15, 1982



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## Bird watching

***Spotted: 1983 Ford Thunderbird***

Unofficial photos of 1983 Ford Thunderbird show car's unique new styling and slotted wheels. Styling is quite similar to Ford Motor's Continental Concept 90 show car. Sources say the new T-Bird will ride on a 104-inch wheelbase. Powertrain will be a 2.3-liter four-cylinder engine with five-speed overdrive transmission. A three-speed automatic and V-6 and V-8 engines will be optional. Story, other pictures on Pages 8 and 66.

**1.4 million units; 97-day supply**

# Car stockpile dips a bit

**By Richard A. Wright**
Assistant Managing Editor

U. S. auto makers trimmed the inventory of unsold new cars during January — mainly through assembly-line shutdowns—but the continuing anemic sales pace resulted in only a minor easing of the burdensome stockpile.

The industry had a 97-day supply of new cars Feb. 1, down from 107 days on Jan. 1—the highest for any month opener in history—but still the heaviest stockpile ever for a Feb. 1. A year ago, the Feb. 1 stockpile was good for 78½ days. The previous high for Feb. 1 was 92 days in 1975.

The domestic new-car inventory totaled 1,431,983 on Feb. 1, down from 1,471,053 a month earlier. A year ago, the industry had 1,421,023 on Feb. 1.

Supplies of subcompacts and intermediates were the heaviest Feb. 1, while standards and luxury cars were in shortest—but not short—supply.

All of the corporate makers cut their unit counts during January, and all but Volkswagen of America and American Motors also sliced their days-supply figures.

General Motors trimmed its inventory to a 98-day supply, down from 107 days a month earlier. Supply figures were extremely high a month earlier for the new A-body cars, not unusual for newly introduced models, but they remained very high Feb. 1. J-cars also continued in very heavy supply.

Ford Motor Co. posted the biggest inventory slash, cutting its stockpile to an 87-day supply from 113 days on Jan. 1. None of Ford's lines were short, but the supply of Escorts was cut in half from 140 to 70 days — mainly because sales were almost doubled.

Chrysler Corp. opened February with a 103-day supply, off slightly from 104 days a month earlier. Stocks in all lines were more than adequate.

VWoA saw its inventory of U. S.-built Rabbits leap from an 83-day supply Jan. 1 to 165 days Feb. 1, while AMC opened


Table on Page 66.


February with a 112-day supply, up from 97 days a month earlier.

The Feb. 1 domestic inventory was divided this way: GM, 61.20 percent; Ford Motor Co., 21.44 percent; Chrysler Corp., 12.98 percent; VWoA, 2.45 percent, and AMC, 1.93 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.13 percent; Ford Motor Co., 21.41 percent; Chrysler Corp., 13.09 percent; VWoA, 2.40 percent, and AMC, 1.97 percent.

• By size class, the industry had a heavy 120-day supply of subcompacts, but this was in fact an improvement over the 149-day stockpile on hand Jan. 1.

The 92-day supply of compacts was also down from 106½ days a month earlier, while intermediates were up to a 127-day stock from 120½ days on Jan. 1.

Standards were up slightly to 72½ days from 66 days, but continued to be leanest among the size segments. The industry had a 77-day supply of luxury cars, off a bit from 81 days a month earlier.

The Feb. 1 inventory was divided this way by size segments: Subcompact, 29.53 percent; compact, 23.47 percent; intermediate, 30.23 percent; standard, 10.73 percent, and luxury, 6.04 percent.

A month earlier, the inventory was divided as follows: Subcompact, 30.45 percent; compact, 23.81 percent; intermediate, 29.54 percent; standard, 10.69 percent, and luxury, 5.51 percent.

• The Feb. 1 days-supply figures by market segment were:

Subcompact — Escort, 70; Eagle SX/4, 85; Lynx, 93; Chevette, 97; Omni, 119; 024, 120; Horizon, 124½; TC3, 127; T1000, 140½; Spirit, 151; Rabbit, 165; LN7, 179½; EXP, 194; J2000, 259, and Cavalier, 266.

Compact—Firebird, 50; Zephyr, 59; Eagle, 74; Camaro, 76; Omega, 81½; Fairmont, 82; Citation, 85; Aries, 87; Reliant, 94; Skylark, 99; Phoenix, 112½;


Continued on Page 66, Col. 2


## breaking news

### Ford-UAW progress

DEARBORN. — The economics of a new UAW-Ford contract were ironed out late last week, with negotiators turning to job-security issues. Cost was not announced. Both sides said agreement was close. Earlier story on Page 3.

### Volvo prices up 2 pct.

ROCKLEIGH, N. J.—Volvo of America has boosted prices on its cars an average of 2 percent. Suggested retail prices range from $10,045 for a two-door DL model to $16,720 for a four-door GLE automatic.


See BREAKING NEWS, Page 8, Col. 1


**Company, dealers seek OK in Louisiana**

# GM rebates run into Texas twister

**By Joseph Bohn**
Marketing Editor

General Motors challenged a Texas law prohibiting dealer-subsidized factory rebates and was slapped with a temporary restraining order last week.

The restraining order basically said that GM (1) couldn't refuse to pay the rebates, (2) couldn't charge back part of its costs to dealers, and (3) couldn't modify or terminate its program in Texas.

At presstime, hearings were being held in a state district court on whether to make the injunction permanent. GM might end up paying $2,000 for every violation of the Texas Consumer Protection Act and $1,000 for every transgression of the Texas Motor Vehicle Commission Act, as well as the extra 25 percent portion of the dealer rebate.

Meanwhile, GM dealers in Louisiana (joined by the company) were also in court, trying to get the rebate program approved for advertising and promotion purposes.

It had apparently been considered deceptive advertising, and Louisiana dealers were trying to get a new ruling so the program could be offered.

Texas and Louisiana consider GM's rebates deceptive because the 25 percent that dealers contribute ends up getting charged back to customers in the form of lower dealer discounts.

In essence, customers really only get the 75 percent factory portion, according to the Texas attorney general.

• Ford Motor circumvented the problem by offering just the factory portion of its rebate in Texas. Chrysler has no dealer participation in its rebates.

GM could have followed Ford's tactic, just lowering the amount, but decided to test the law.

Russell Harding, executive director of the Texas Motor Vehicle Commission, and Gene Fondren, of the Texas Automobile Dealers Assn., among others, told AUTOMOTIVE NEWS they both warned GM of the legal risks it was running, early on.

But GM apparently felt its program could fly, because this time suppliers and employes, as well as dealers, were chipping in to help defray overall costs.

Many GM dealers in Texas back the suit. They want GM's rebate program intact, but they want the company to pay for the full costs of the rebates.

But, meanwhile, dealers like John Snell, Snell Cadillac, Dallas, Glen Goode, Taylor Pontiac, Dallas, and Jack Mitchell, Superior Pontiac, San Antonio, said business had dried up in the wake of consumer confusion, and they didn't know what to say in their ads.

GM called the Texas attorney general's suit "most unfortunate and untimely."

GM added, "The suit appears to be more concerned with bene-


Continued on Page 70, Col. 5


**FWD designed by Giugiaro may bow in '84**

# Japan to build baby car for Chevy

**By Paul Lienert**
Contributing Editor

Chevrolet, whose subcompact Chevette was America's best-selling car last year, plans to strengthen its position in the economy-car market by introducing a new Japanese-built minicompact in the mid '80s that will be smaller than any vehicle presently sold in this country by General Motors.

The "baby" Chevy, which reportedly will be developed jointly by Suzuki and Isuzu (both are GM affiliates) and assembled by the latter, is said to be an all-new design, smaller than Chevette but larger than the new GM S-car that will be introduced in Europe this fall.

It will be designed, according to sources, by Italy's Giugiaro, who previously has done several designs for the Japanese companies, including the Isuzu Piazza and the original Suzuki Fronte.

Sources in Japan indicate the car is a front-drive design, with a small single-overhead-camshaft engine, four-cylinder, displacing 1.0 to 1.3 liters, coupled with a five-speed overdrive transmission.

The tiny two-door hatchback will seat four persons and carry several bags of groceries, while its light weight (estimated at 1,600 pounds) and 50-HP engine should enable it to deliver well over 40 MPG in city driving.

The car reportedly will have a wheelbase of about 90 inches and will measure about 150 inches overall; the Chevette two-door, in comparison, has a wheelbase of 94.3 inches, overall length of 161.9 inches and curb weight of 2,000 pounds.

Timing of the car's American launch is unclear; sources pre-


Continued on Page 66, Col. 4



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**Toyota, Mazda try truck incentives**

# Rebate fever spreads to Chrysler and Fiat

By Joseph Bohn
Marketing Editor

Chrysler has revised its consumer rebates, while Toyota and Mazda have launched dealer incentives on trucks. Fiat has a new rebate.

The Chrysler changes are in response to the current General Motors and Ford Motor Co. rebates.

In what it calls the "February bonus program," Chrysler increased rebates on '81 and '82 Omni/Horizon, excluding '82 Miser models, to $500 from a previous $300. The '82 Miser models don't qualify for any rebates.

It increased rebates to $500 on the '81 TC3 and 024, including the Miser versions. The '82 TC3/024 still get $300 rebates.

It also increased rebates on '81 and '82 Ramcharger/Trail Duster models to $2,000 from a previous $1,000.

These changes affect models sold or delivered from Feb. 8 to Feb. 28. Previously ordered units delivered during the time frame also qualify for the higher amounts.

Other Chrysler models, except Imperial, continue being covered as before. Chrysler has not required any dealer contribution under its new or previous program, but continues requiring dealers to replace what they sell with fresh orders.

Chrysler's new Imperial program has three phases.

Chrysler is issuing dealers rebate certificates worth $2,000 for the Feb. 8 to May 31 period, good on any '81 or '82 new Imperial model ordered or delivered during the time frame.

At the same time, it is giving salespeople $300 on every sale or lease of a new '81 or '82 Imperial during this period.

Finally, it is giving dealers $1,000 off on any '82 Imperial they order from Feb. 8 to March 31.

Chrysler's $2,000 Imperial rebate pre-empts the previous rebate of $1,000 it was offering on Imperial under a program due to end Feb. 28.

Chrysler's other rebates are due to end Feb. 28, and some followup program is anticipated. However, there is no indication whether Chrysler will extend any of its current programs, or modify them.

The company is promoting its rebate changes with new advertising and a direct-mail program.

The direct mail on Imperial, telling customers of the rebate certificates, will go out to 600,000 prospects, beginning in early March.

Prospects will receive a Cartier gift for visiting dealer showrooms.

Chrysler ran a newspaper ad Feb. 9 in 33 markets, with the headline, "Lower prices on more rebated car models than GM or Ford."

It is also running radio spots in the same 33 markets, with the theme "You can do better at Chrysler."

Most of Chrysler corporate TV schedule for February will be devoted to the new rebates, and car-line spots will be tagged with new prices.

In its TV, Chrysler names competitive makes, citing Omni/Horizon as being less than Cavalier, even with its rebate, and the K-car less than Granada.

Commercials stress that "only Chrysler gives you all the cash back, while the other two (Ford, GM) depend on participating dealers," a Kenyon & Eckhardt ad agency spokesman said.

• Meanwhile, Fiat launched a Feb. 8-May 8 dealer incentive. Dealers receive $1,500 on every '81 Brava and Strada and $750 on every '81 X 1/9 they retail during the period.

They also receive $1,500 on '82 Stradas. There is no '82 Brava in the U. S.

Dealers also receive $300 on '81 Brava and Strada sedans they order from cars still left at the port and $600 on '81 X 1/9 models. This special "purchase incentive" is in addition to money paid on retail sales. Port-purchased cars also qualify for the retail portion of the program.

William P. Rude, director of marketing and sales planning, Fiat Motors of North America, said there were few units left in port inventory.

He added that Fiat had gone to a new ordering system beginning with October production, in which dealers specified the color, options, etc., they wanted on cars they ordered and committed to accepting the units.

He added that the current incentive program was not being nationally advertised by Fiat, but the company was co-oping to the tune of $100 per car for local dealer and association advertising as well as providing ad mats, radio scripts, etc., for dealers.

He said ads were written to promote the incentive program along the lines of the factory

Continued on Page 67, Col. 1

## Chevy, Pontiac add price-leader J-car coupes

Chevrolet and Pontiac will each add a third price-leader model, a coupe, to their J-car lineups to supplement existing lower-priced sedan and wagon versions of the car introduced in January.

At $6,278, the Chevrolet Cavalier Cadet coupe will be the lowest-priced of all J-car models. That's a $738 reduction from the base coupe's price of $7,016. The prices do not include a $355 destination fee.

The Cavalier Cadet coupe is expected at dealerships in mid-April.

The new Pontiac J2000 S coupe will have a list price of $6,734, a $315 price cut from the base coupe's price of $7,049. Prices do not include a $355 destination fee. The J2000 S coupe will be at dealerships in mid-March.

Standard equipment pulled from the price-leader models includes rear defogger, radio, power remote-opening decklid and various trim pieces. Interior and exterior color choices are limited.

***Salt Flats speedster***

Fueled by two Holley brand Model 4150 carburetors, this turbo-charged Corvette raced across the Bonneville Salt Flats recently to notch a speed record for a stock-bodied automobile: 240.738 MPH. The turbo-carburetor package produced 1,100 HP from a 430-CID Chevrolet engine. Gale Banks Engineering, San Gabriel, Calif., built the turbo system for Bob Kehoe's Corvette. It was driven by Duane McKinney.

# Ford, UAW discuss three major issues

By Marjorie Sorge
Labor Editor

DEARBORN. — Outsourcing, job security and plant closings are major issues in any new contract between the UAW and Ford Motor Co.

The UAW and Ford have been negotiating steadily for about two weeks and a decision seemed near at presstime. There was no indication if a new contract could be reached, but Peter J. Pestillo, Ford vice president, labor relations was "cautiously optimistic."

The company put a proposal on the table Jan. 15 but it remained on the back burner while talks continued with General Motors. Those negotiations fell apart even though the parties were close to an agreement.

The Ford proposal offers workers with 15 years or more seniority guaranteed income for life if they are laid off or their plants are closed. That income would be at least 50 percent of their base hourly rate until retirement or age 62.

It also offers a 12-month moratorium on plant closings although Ford maintains the right to close plants for volume-related reasons or product changes.

UAW President Douglas A. Fraser said the union needs a better plan on plant closings and guaranteed income. Donald Ephlin, UAW vice president and director of the Ford Department, has said the union would like to see the guaranteed income made available to workers with 10 years seniority. If the program's seniority were lowered, it would make it more difficult for Ford to close plant because of the expense of paying those workers.

However, the union also wants a longer moratorium on plant closings, Pestillo said.

The Ford proposal also called

Contineud on Page 70, Col. 1

**Lyles prepares to assume presidency at Atlanta convention**

# Strong views from next man at NADA helm

By Robert M. Lienert
Editor

He sells Chevrolet and Rolls-Royce, but not from the same showroom.

He says the industry needs a "severe" price cut.

He says dealers have more clout with their congressmen than with their factories.

He says a lot of dealers can afford a domestic franchise only because their import franchise pays the bills.

He says there are too many dealers still in business.

He says the fully equipped car has bombed.

He says the entire industry is in a downhill trend and he doesn't see how anybody can go into the car business today.

Who is he?

He is George W. Lyles, and if you are a member of NADA he is going to be your president this year.

• Lyles, whose dealerships are in High Point, N. C. (with a second Chevrolet deal in Tryon, N. C.), will accept the NADA gavel next week during the NADA Convention and Exposition in Atlanta.

Despite some of his rather surprising views on this business, he seems very much the prototype successful dealer who learned the business at his father's side and who is passing the expertise along to his son.

He views the auto industry as "interesting and exciting," though he is quick to recognize and point out its problems.

For that reason he is, perhaps, precisely the man NADA needs at the helm at this point.

"This is a severe business if not looked after on a daily basis," Lyles said.

He implies that at General Motors, the most severe problems are in Chevrolet's lap. That, he said, is a situation that has developed quite recently.

During the 1974 oil embargo, he said, Chevrolet did rather well because the dealers had small, efficient cars, while the other General Motors divisions did not. At that time, he said, Chevrolet accounted for 48 percent of GM's business. He said it is considerably less than that now.

• Since 1974, he said, the prices of Buick, Oldsmobile and Pontiac have moved close to Chevrolet stickers "and have exposed the entire Chevrolet line to other divisions."

"You can't sell Chevrolets when you have other GM cars in the same showroom," he said.

Yet, he said, when this problem was brought up at a Chevrolet Dealer Council meeting, GM President F. James McDonald said, "What you fellows are telling us is that we are not charging enough on Buicks and Oldsmobiles."

Lyles said Chevrolet dealers left that meeting feeling that GM executives had got the mes-

Continued on Page 48, Col. 3

***Help for dealers***

George W. Lyles sees 25 to 50 percent of all dealers having serious problems.

Jim Piegoe photos

***Supermarket ahead?***

"The time may come when it is possible to put Ford and Chevrolet in the same point," says George W. Lyles.

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He urges FDA members to learn to survive without Ford

# Mullane touts dealer self-reliance

By John A. Russell
New York Staff Writer

PORTCHESTER, N. Y. — Trumpeting the theme that survival of Ford dealers is not necessarily tied to the survival of Ford Motor Co., Ed Mullane, president of the Ford Dealers Alliance, urged FDA members at the annual meeting here to look to themselves for their survival and to develop their businesses independent of the factory.

Mullane blasted the company with many of the issues he has developed during the year, centering on the quality of management and product at the company. And he proposed to the membership his concept of how dealers can survive.

"We're going to do it by starting with the idea that our survival is not necessarily tied to that of Ford, by working on the theory that even if the company went broke, we dealers could still survive," he said.

He stressed to the membership that new-car operations are not keeping dealers alive. Dealers' other operations — including service, parts, leasing, daily rentals and used cars — are accomplishing the feat, he said.

"Our other operations are carrying our new-car departments. Ford isn't carrying us, we're carrying them," he said.

Mullane urged that dealers "sever the psychological support line that Ford is using to drag us down with them" and take definite steps in their own interest.

• He urged dealers to stop carrying inventory in traditional volume — especially of cars that are not selling. He cited as an example the Ford EXP, with its 207-day supply.

He urged dealers to put their floor-plan money into used cars.

"Perhaps the ratio should be two-thirds used and one-third new," he said, stressing that "this is the one growth market we've got." He added: "Here's where inventory works for you, in used cars and trucks."

Coming back to a theme he has used for several years, Mullane urged a radical approach to overdealering.

"We've got to start merging and combining deals in areas where there are too many of us for anyone to make money," he said.

He also urged that dealers dual.

"Dual with an import if you can possibly get one — with or without permission."

In other business at the meeting, Bob Webster was named a lifetime director. He is a past dealer leader, dealer council representative and former chairman of the New York Ford Dealer Advertising Fund.

Elected vice presidents were George Purvis, Charlotte Ford District, and Bob Smith, Pittsburgh District. They join Dick Wagner, Boston District; Mannie Pombo, New York District, and Frank Nappa, Newark District.

Bob White, Robert Motor Sales, Attleboro, Mass., was elected a director.

Reelected were Mullane, president; Jim Peirce, Boston District, chairman; Peter Griffin, New York District, treasurer, and Bill Stevens, New York District, secretary.

## NEW-CAR STOCKS

| | Feb. 1, 1982 | Jan. 1, 1982 | Feb. 1, 1981 |
|---|---|---|---|
| Spirit | 151 | 176 | 95 |
| Concord | 144 | 92 | 86 |
| Eagle | 74 | 67 | 85 |
| Eagle SX/4 | 85 | 86 | 85 |
| AMERICAN MTRS. | 112 | 97 | 88 |
| Horizon | 124½ | 140 | 91½ |
| TC3 | 127 | 127½ | 91½ |
| Reliant | 94 | 86 | 50½ |
| Gran Fury | 86½ | 98 | — |
| Plymouth | 106 | 104 | 69 |
| LeBaron | 101 | 105 | 97 |
| Cordoba | 97 | 84 | 107 |
| New Yorker | 77 | 55½ | — |
| Chrysler | 93½ | 88½ | 96 |
| Imperial | 158 | 136 | 213 |
| Omni | 119 | 136½ | 91½ |
| 024 | 120 | 260 | 91½ |
| Aries | 87 | 94 | 68 |
| Dodge 400 | 145½ | 169 | — |
| Diplomat | 75 | 91 | 102 |
| Mirada | 117 | 115 | 142 |
| Dodge | 104 | 112 | 86 |
| CHRYSLER CORP. | 103 | 104 | 81 |
| Escort | 70 | 140 | 58 |
| EXP | 194 | 207 | — |
| Mustang | 128 | 148 | 110 |
| Fairmont | 82 | 92 | 101 |
| Granada | 85 | 92 | 135 |
| Thunderbird | 121 | 114 | 107 |
| Ford | 79 | 72 | 100 |
| Ford | 89 | 117 | 94 |
| Lynx | 93 | 161 | 76 |
| LN7 | 179½ | 148 | — |
| Capri | 139 | 179 | 107 |
| Zephyr | 59 | 109 | 93 |
| Cougar | 66 | 71 | 118 |
| XR7 | 130 | 144 | 111 |
| Mercury | 63 | 67 | 77 |
| Mercury | 88 | 114 | 92 |
| Lincoln | 69 | 47 | 94 |
| Continental | 63 | 101 | — |
| Mark VI | 77 | 55 | 106 |
| Lincoln | 69 | 71½ | 100 |
| FORD MOTOR CO. | 87 | 113 | 93 |
| Skylark | 99 | 94 | 53 |
| Century | 125 | 118 | — |
| Regal 4-door | 104½ | 78 | 65 |
| Regal 2-door | 112 | 97 | 70½ |
| LeSabre | 72 | 61 | 57 |
| Electra | 95 | 71 | 61 |
| Riviera | 103 | 82½ | 48½ |
| Buick | 102½ | 86 | 61 |
| Cimarron | 174 | 155 | — |
| Seville | 87 | 72 | 69½ |
| Cadillac | 65½ | 116 | 47 |
| Eldorado | 60 | 44 | 50 |
| Cadillac | 72½ | 54 | 51 |
| Chevette | 97 | 129 | 81 |
| Cavalier | 266 | 276 | — |
| Citation | 85 | 110 | 98 |
| Camaro | 76 | 154 | 95 |
| Malibu | 72 | 71 | 87½ |
| Celebrity | 243 | 263 | — |
| Monte Carlo | 110 | 150 | 117½ |
| Chevrolet | 86 | 91 | 79½ |
| Corvette | 79 | 117 | 85 |
| Chevrolet | 106 | 133½ | 87½ |
| Omega | 81½ | 112 | 59 |
| Ciera | 140½ | 181 | — |
| Cutlass Suprm. 4-dr. | 63 | 70 | 47 |
| Cutlass Suprm. 2-dr. | 93 | 101 | 66 |
| Olds 88 | 54 | 47 | 42 |
| Olds 98 | 64 | 64 | 40 |
| Toronado | 82½ | 71 | 44 |
| Oldsmobile | 79 | 82 | 52 |
| T-1000 | 140½ | 197½ | — |
| J-2000 | 259 | 279 | — |
| Phoenix | 112½ | 145 | 92 |
| Firebird | 50 | 138 | 114 |
| Bonneville | 82 | 105 | 94 |
| 6000 | 204½ | 338 | — |
| Grand Prix | 98 | 116 | 103 |
| Pontiac | 60 | 23 | 87 |
| Pontiac | 117 | 160 | 86½ |
| GENERAL MTRS. | 98 | 107 | 72 |
| VOLKSWAGEN | 185 | 83 | 76 |
| TOTAL | 97 | 107 | 78½ |

***Smaller Mercury Marquis planned***

The new fullsize Ford Motor cars, due in 1983, will be based on the current Fairmont package, sources say. This model, with vertical grill, is the new Mercury Marquis. Wheelbase will be about 105 inches.

New-model launch its most ambitious ever

# Ford looks to '83s for market boost

Continued from Page 8

company lost a staggering $1.5 billion in 1980, and its losses for '81 were more than $1 billion, bringing the company's two-year deficit to more than $2.5 billion.

In comparison, the ailing Chrysler Corp., which was forced to seek financial aid from the federal government two years ago, lost $1.7 billion in 1980, but its '81 deficit may be only about $500 million —a two-year loss of $2.2 billion.

• Ford's precarious financial position apparently has convinced company leaders already that they can't pay for the tremendous overhaul of the company's car lines that will be necessary to carry the firm through the tumultuous '80s.

Consequently, Ford has turned overseas for assistance, to independent companies like BMW (for diesel engines), as well as its own subsidiaries and affiliates, like Japan's Toyo Kogyo, which is supplying the company with transaxles and engines and may even build a new minicar for its U. S. partner.

Talks with Toyota over joint production of a minivan in Ford's U. S. facilities fell through last year, as did discussions with several other smaller Japanese companies, including Daihatsu and Suzuki.

But Ford is pursuing any avenue it can to save money and share expenses on future new-car programs, and the possibility still exists that it may import some car lines in the mid '80s from its European subsidiaries.

Beyond '83, Ford will launch two major programs in 1985-86. (A smaller Lincoln Mark VII will debut in '84 as a sister car to the recently introduced Continental.)

In mid-1984, the company is planning to begin selling a new front-drive minicompact being developed in Japan by its partner Toyo Kogyo (Mazda), under the code name "Minx."

The car will be smaller than Escort; it will seat four passengers and should deliver over 40 MPG in city driving. The car will be assembled in Japan by Toyo Kogyo and exported to the U. S., where it will be sold in different versions through Ford and Mazda dealerships, according to present plans.

In mid-1985, Ford will introduce the first of its new "Taurus" models to replace the Lincoln Mark, Town Car and Continental.

Taurus is a small front-wheel drive model, about the size of today's Fairmont, with a base four-cylinder engine and five-speed overdrive transaxle. A turbocharged four-cylinder diesel (imported from BMW) and four-speed automatic overdrive transaxle also will be available, along with an optional 3.0-liter V-6 gas engine.

Ford originally envisioned Taurus as the successor to the present "Panther" series — the big LTD, Marquis and Lincoln cars — but there is some question now as to whether the next-generation Ford and Mercury sedans should be smaller even than the Taurus, which will be available in two wheelbases (105.7 and 108 inches).

• The company had planned to convert virtually all of its U. S. car lines to front-wheel drive by the mid '80s, but that program looks less certain, given Ford's poor financial picture and the uncertainty over future automotive demand.

Ford is fearful that a major shift in the market to significantly smaller cars will begin around 1985-'86, accelerating in the late '80s, and that the new cars it had planned to introduce at mid-decade might not be small enough to carry it to 1990.

Ford still wants to convert Mustang and Thunderbird to front-drive around 1987, but it may seek help in developing and building its larger family sedans from overseas — from its Japanese partner, Toyo Kogyo, or through its own European subsidiaries.

The Japanese firm has a reputation for building excellent small cars, but wants to move upmarket into the class now occupied by Toyota (Cressida) and Nissan (Maxima) with its own Mazda Luce sedan. Sources say Toyo Kogyo is considering selling the car in the U. S., perhaps with a rotary engine, as the Mazda RX-9.

In addition, Ford of Germany is developing a modern sedan to replace the European Granada under the code name "Scorpio," and some Ford executives in North America feel the new car could be marketed successfully in this country as the successor to the LTD and Marquis. It is believed Scorpio is a rear-drive model, with engines to include four-cylinder and V-6 gas, diesel and turbodiesel units.

# New-car stocks decline a bit

Continued from Page 1

Mustang, 128; Capri, 139, and Concord, 144.

Intermediate — Cutlass Supreme four-door, 63; Cougar, 66; Malibu, 72; Diplomat, 75; New Yorker, 77; Bonneville, 82; Granada, 85; Gran Fury, 86½; Cutlass Supreme Coupe, 93; Cordoba, 97; Grand Prix, 98; LeBaron, 101; Regal four-door, 104½; Monte Carlo, 110; Regal coupe, 112; Mirada, 117; Thunderbird, 121; Century, 125; XR-7, 130; Cutlass Ciera, 140½; Dodge 400, 145½; Pontiac 6000, 204½, and Celebrity, 243.

Standard—Olds 88, 54; Pontiac, 60; Mercury, 63; Olds 98, 64; LeSabre, 72; Ford, 79; Chevrolet, 86, and Electra, 95.

Luxury — Eldorado, 60; Continental, 63; Cadillac, 65½; Lincoln, 69; Mark VI, 77; Toronado, 82½; Seville, 87; Riviera, 103; Corvette, 106; Imperial, 158, and Cimarron, 174.

# Japan to build baby Chevy; stylish FWD due in 1984

Continued from Page 1

dict GM may import the car from Japan in late 1984 as an '85 model. That timetable is about the same as for Ford, which plans to bring in a fully assembled minicar from Toyo Kogyo, its Japanese partner.

• Speculation about a joint venture between GM and the two Japanese companies arose last year when GM bought into Suzuki, which in turn inked a cooperative pact with Isuzu (GM owns 34.2 percent of Isuzu).

GM originally planned to build an American version of the European S-car in 1984-85, with three-cylinder gas and diesel engines to come from Chevrolet and Buick.

But the corporation apparently believed the domestic minicar would be too costly to assemble, compared with an imported model from its Japanese partners, and ultimately scrapped the American S-car project and engine programs.

Insiders say the joint venture makes sense for all parties, especially since Isuzu's management has been reluctant to get into the minicar market in Japan, and Suzuki, a minicar specialist, has little plant capacity with which to supply GM in the American market.

GM presumably would reap additional savings since labor costs are considerably lower in Japan than in the U. S.

Initial reports say Isuzu will supply about 200,000 cars a year to its American partner.

Meanwhile, the Chevette continues to sell well in this country, despite its age (the basic design is more than 10 years old) and lack of innovative technology, and the Chevette diesel (the engine comes from Isuzu) is among the EPA mileage leaders in the U. S.

And since the tooling has long since been amortized, Chevrolet is most likely to continue building its popular rear-drive subcompact well into the '80s — as long as demand warrants.

***Austrian ATV***

For about $50,000, the ultimate in all-terrain vehicles will soon be available in the U. S. The mostly hand-built 4x4 Pinzgauer is being imported from Austria by a Texas firm which plans on distributing about 1,000 a year here.

# Texas firm to market Austrian-built ATV

DALLAS, Tex. — A company has been formed here to distribute an Americanized version of the Austrian-built Pinzgauer, an all-terrain, four-wheel-drive vehicle (ATV).

Pinzgauer franchises will be made available first to Mercedes-Benz, Porsche-Audi and BMW dealers in the U. S., according to Ed Russell, president of the newly formed Pinzgauer of America, Arlington, Tex. He said the suggested sticker price will be approximately $50,000.

Russell is the founder of Good Times, Inc., which marketed customized vans between 1973 and 1980, and also is the former owner of Prestige Vehicles, manufacturers of emergency vehicles. He currently is president of Custom Vehicles, Inc., of Arlington.

Originally designed as a military vehicle, the Pinzgauer, which resembles a high-slung van, has the power and maneuverability to make it effective under virtually any kind of highway or off-highway conditions, Russell said.

The first public showing of the vehicle is planned in conjunction with the annual NADA convention in Atlanta Feb. 20-23.

• The Pinzgauer is manufactured in Graz, Austria, by Steyr-Daimler-Puch, which also produces Steyr buses and trucks, Puch mopeds and Steyr-Mannlicher firearms.

Since most of the work done is by hand, only about seven Pinzgauers leave the factory each day, Russell said.

"The Pinzgauer is not for everyone," he said. "The price will appeal only to a certain class of people who appreciate the best

Continued on Page 56, Col. 1

## Trucking income, tonnage drop to lower levels

WASHINGTON.—A survey of 208 motor common carriers of general freight operating throughout the U. S. indicates that the trucking industry remains locked in a recession.

The survey, conducted by the Regular Common Carrier Conference (RCCC), showed that truck tonnage (tons of freight) carried by the 208 trucking companies is below past levels.

For the third quarter of 1981, the surveyed firms carried 31.6

Continued on Page 46, Col. 5

# truck industry news

**Compact-pickup volume soars 33.6 pct. over '81**

# Big 3 January sales up 13.3 pct.

Retail sales of trucks produced by the Big Three in the first month of 1982 were 13.3 percent higher than a year ago, and the compact-pickup volume was up a whopping 33.6 percent.

Franchised Big Three dealers and factory outlets sold 148,272 units in January, compared with 130,878 the previous year. Compact pickup sales, domestic and imports, totaled 44,871, as against 33,574 in 1981.

Chevrolet was No. 1 in retail volume for the third consecutive month, with its all-new S-10 compact pickup providing the spark.

During the month, Chevrolet dealers sold 62,771 units, compared with 51,329 for Ford. The Chevrolet total included 11,672 S-10 pickups, bringing to 27,145 the number of these vehicles sold since they were introduced in November.

Chevrolet's January sales were 15 percent higher than last year's 54,580 units, but its sales of the Japanese-built LUV continued in steep decline following the debut of the S-10. Only 2,750 LUVs were retailed in January, down 56.8 percent from the year-earlier 6,366.

• Ford sales for the first month were 5.1 percent higher than the 48,846 units retailed in January, 1981. Courier deliveries were off 9.3 percent, from 4,659 a year ago to 4,228.

Dodge and Chrysler-Plymouth dealers retailed 19,084 light trucks during the month, an increase of 56.4 percent over last year's 12,201 units.

Sales of the Japanese-built Dodge Ram 50 in January were up 60 percent over a year ago, from 2,182 units to 3,481. This year's count included 232 of the new Ram 50 4x4 vehicles introduced in January.

The new Dodge Rampage front-wheel-drive compact pickup, based on the Omni/Horizon auto chassis, also made its debut in dealer showrooms in Jan-

Continued on Page 46, Col. 3

## 'Twins' could save millions of gallons of fuel, ATA ays

WASHINGTON. — Nearly 230 million gallons of diesel fuel could be saved in the U. S. if 65-foot twin-trailers were permitted in all states, according to the department of energy and economists of the American Trucking Assns.

Roger Kolins, ATA's senior economist, told the 61st annual meeting of the Transportation Research Board here the study uses the bridge formula B to define the gross-vehicle-weight limits of five-axle trucks as is the case in many states.

This formula, when applied to 65-foot twin-trailer operations, permits them to operate under or up to 85,500 gross-vehicle weight-limits as opposed to the arbitrary federal ceiling of 80,000 pounds now used for tractors-semitrailers, Kolins said.

The ATA study was based on operations in 16 states which allow the operation of the 65-foot twin-trailer at the 85,500-pound weight limit. Findings are based on nearly 200,000 trailer movements samples of carriers' line-haul operations data.

Kolins said this information was used to estimate the average payload weights a general freight carrier will experience under given size and weight limit.

The study concludes that if the remaining 34 states and the District of Columbia permitted the operation of the 65-foot twin-trailer at 85,000-pound limits, a total of 229,927,000 gallons of diesel fuel — based on 1979 diesel fuel consumption rates— would be saved.

# Wider use is forecast for tandem trailers

TEANECK, N. J. — Tandem truck trailers will be in much wider use within the decade, according to heavy-duty fleet executives and owner/operators polled by the Heavy Duty Division of the Motor & Equipment Manufacturers Assn.

The respondents are members of nationwide panels used by MEMA's Heavy - Duty Division in periodic studies of component buying, maintenance practices and other heavy-duty trends.

The question of future rig size was included in a 1981 study, according to William A. Raftery, MEMA president, because members sell to both the original-equipment truck market and to the heavy - duty aftermarket, making the question of future rig size significant to MEMA member production planning.

"Increased use of combinations," he observed, "will mean increased demand for Class 8 tractors, reduced demand for medium-weight units and a shift in trailer requirements such as axles and brakes.

"Medium and light - duty trucks are characteristically assembled by vehicle makers with more of their own parts and components than the Class 8 vehicles, which are more subject to customer specification and therefore represent more opportunity for the independent manufacturer," he added.

In addition to the impact of shifting tractor and trailer sizes, Raftery noted, the heavier load-hauling will affect wear on a wide variety of parts and components, stepping up demand for

Continued on Page 19, Col. 1

## Daimler to buy Freightliner's credit company

STUTTGART, West Germany. — Daimler - Benz, which last summer purchased Freightliner Corp., said it has received U. S. approval to buy Freightliner Credit Corp., a subsidiary of the U. S. firm.

Daimler-Benz did not provide details about the purchase price.

A spokesman for the German firm said Freightliner Credit will provide financing for Daimler, Freightliner and Euclid products in the U. S.

Eventually, the credit firm is expected to offer wholesale and retail financing to dealers and customers of Mercedes-Benz Truck Co.

Federal Reserve Board approval of the purchase of Freightliner Credit was required because West Germany's largest bank, Deutsche Bank, is a Daimler-Benz shareholder. This places the U. S. credit firm under the indirect influence of a foreign bank.

***4-WAY Plate called versatile***

E. R. Buske Mfg. Co., Pocahontas, Ia., said it uses 4-WAY Plate in its 14 models of wreckers because of its versatility. The floor plate made by Inland Steel Co. looks good and its raised lugs provide traction for walking and keep items from sliding around on the truck, Buske said. The plate also is offered on running boards as an option.

***Streamlining to cut fuel consumption***

Attaching the fiberglass Airgo air deflector to the blunt face of a cargo van can result in improved truck handling at freeway or highway speeds and increase MPG in the 10 to 15 percent range, according to the manufacturer, Fiber-Tech, 114 S. Cedar Rd., Kalispell, Mont. Options permit Airgo's interior to be used as additional cargo space, with entry from side-mounted doors or a port in the van's face.

**Golden anniversary for Scott Motor**

William Keith Scott, right, founder and president of Scott Motors, Reno, is presented with a plaque of appreciation by W. E. Kindley, zone manager for Cadillac. Scott has completed more than 50 years of service as a Cadillac dealer in northern Nevada. This is his 52nd year with Cadillac and his 53rd with Buick.

**Compact-pickup volume soars 33.6 pct. over '81**

# Big 3 January sales are up 13.3 pct.

Continued from Page 1

uary, and 973 units were retailed.

Sales of the imported Plymouth Arrow compact pickup during the month totaled 653 units, a decline of 9.3 percent below the 720 retailed in the same month in 1981.

GMC Truck & Coach Division reported that its dealers retailed 15,088 vehicles during the month, a drop of 1.1 percent below the year-earlier 15,251. The count included 1,772 S-15 compact pickups.

• Sales of Jeep four-wheel-drive vehicles in January were down 1.7 percent from a year ago to 4,363 units, compared with 4,437 last year. The total included 577 Scramblers, the compact pickup introduced in the second quarter of 1981.

Volkswagen dealers retailed 1,115 compact, front-wheel-drive Rabbit pickups during the month, a decline of 45.6 percent from last year's 2,049 units.

Mercedes-Benz Truck Co. reported that its dealers sold 152 medium-range diesel vehicles in January, down 44.3 percent from the 273 units retailed in the same month a year ago.

January sales were down for two of the four independent distributors of Japanese-produced compact pickups.

Toyota dealers retailed 8,468 units during the month, a decline of 12.3 percent from last year's 9,658. Datsun deliveries were off 13.9 percent, from 7,250 units in January, 1981, to 6,245.

Sales of Mazda pickups were up 152 percent, from 690 vehicles a year ago to 1,739 units. Isuzu dealers retailed 1,198 compacts during the month.

During the month, sales of the non-captive compact pickups totaled 17,650 units, up 52 from the year-ago 17,598. The captives — LUV, Courier, Ram 50 and Arrow — were off 20.2 percent from last year, 11,112 versus 13,927.

## Big Three January truck sales

| | 1982 | 1981 |
|---|---|---|
| **Fords** | | |
| Vans | 6,136 | 6,041 |
| Club Wagon | 1,752 | 1,361 |
| Courier | 4,228 | 4,659 |
| Bronco | 2,571 | 2,777 |
| Conventional Pickups | 33,223 | 30,759 |
| Mediums | N.A. | 2,731 |
| Heavies | N.A. | 518 |
| **Chevrolet** | | |
| Vans | 6,755 | 5,933 |
| Sportvan | 992 | 1,075 |
| S-10 | 11,672 | ..... |
| LUV | 2,750 | 6,368 |
| El Camino | 1,744 | 2,670 |
| Blazer | 2,826 | 1,889 |
| Suburban | 1,808 | 2,056 |
| Conventional Pickups | 33,133 | 33,021 |
| Mediums | 1,091 | 1,570 |
| Heavies | ..... | ..... |
| **Chrysler** | | |
| Vans | 4,429 | 2,610 |
| Voyager | 463 | 360 |
| Ram Wagon | 1,879 | 1,174 |
| Rampage | 973 | ..... |
| Arrow | 653 | 720 |
| Ram P-50 | 3,481 | 2,182 |
| Trail Duster | 46 | 199 |
| Ramcharger | 513 | 513 |
| Conventional Pickups | 6,647 | 4,443 |
| **GMC** | | |
| Vans | 1,590 | 1,604 |
| Caballero | 201 | 422 |
| S-15 | 1,772 | ..... |
| Jimmy | 508 | 439 |
| Suburban | 418 | 495 |
| Conventional Pickups | 7,018 | 6,911 |
| P models | 324 | 291 |
| Mediums | 2,221 | 2,114 |
| Heavies | 1,036 | 975 |

## Trucking income, tonnage drop to lower levels

Continued from Page 18

million tons. Highest third-quarter tonnage was recorded in 1973, at 45.6 million. In fact, third-quarter 1981 tonnage was the second lowest in the 15 years of survey the RCCC said.

Carrier operating margin (operating income divided by operating revenue) during the third quarter of 1981 was 3.6 percent, compared with 4.5 percent in the third quarter of 1980, and 5.3 percent in the third quarter of 1979. The 1981 figure is the lowest for any third quarter in the survey. The average margin for the third quarter between 1967 and 1980 was 5.7 percent.

Expenses rose to new highs despite the depressed tonnage levels. Operating expenses for the third quarter of 1981 were 13.2 percent higher than in the third quarter of 1980, while revenues were only 12.1 percent higher.

**New C-P deal opens**

ARLINGTON, Mass. — Milla's Chrysler-Plymouth has opened here.

Cars & Concepts
Special Vehicles and Products

The new Chrysler LeBaron Convertible is designed and manufactured by Cars & Concepts for Chrysler Corporation. It reflects an established reputation for a full range of automotive products and support capabilities — design, prototyping, engineering, and production.

Using our services makes sense! Our flexibility pays off in time and cost savings on special model programs and designs. For more information about how Cars & Concepts can help you meet the demands of today's domestic and import transportation market, write us or call 1-800-521-9754, in Michigan (313) 227-1400.

Cars & Concepts, Inc.
[illegible] E. Grand River Ave. [illegible]

# service management

**Volvo cited for service performance**

John C. Theis, left, general manager, Service Division, Volvo of America Corp., Rockleigh, N. J., receives the first Volvo Car Corp. Award for Service Excellence, while Bjorn Ahlstrom, president of Volvo of America, holds the trophy presented to him as head of the winning importer company. The award was presented in Gothenberg, Sweden, during Volvo Car Corp.'s international marketing conference.

## FPSD programs beefing up dealership service training

DEARBORN. — Service training received by technicians employed by Ford and Lincoln-Mercury dealerships has increased 128 percent during the past four years, according to E. L. Riley, manager, Training and Publications Department, Ford Parts and Service Division (FPSD).

This increase in service training, according to Riley, has made "a valuable contribution to customers' satisfaction with their Ford and L-M products."

In 1981, FPSD's 29 district offices provided more than 650,000 hours of technical training in 97 subjects to Ford and L-M dealership service personnel, Riley said.

The training sessions were conducted either at one of the division's 38 service schools or in field locations across the country, Riley said.

"From an average of 16.5 hours per technician in 1980, the average amount of training per technician rose to 18.5 hours last year," Riley said. "This compares with an average of 8.1 hours per technician four years ago.

"These figures indicate our

Continued on Page 44, Col. 4

## NIASE offers certificate renewal in spring tests

WASHINGTON. — A mechanic whose National Institute for Automotive Service Excellence (NIASE) certification has not been valid for two or more years is still eligible to take the shorter and less costly recertification tests, according to Herb Furhmann, NIASE president.

Conducted only once a year, the recertification tests will be held Saturday, May 15, in some 275 sites where regular tests are

Continued on Page 44, Col. 5

## Computer helps VW dealers pool their service records

ORANGEBURG, N. Y.—One hundred twenty-seven Volkswagen, Porsche and Audi dealers in this area have tied into a computer network that provides fast, individualized service histories for cars sold and serviced by any of the participating dealers.

The computer network was launched in 1979 by World-Wide Volkswagen here, the distributor for New York, New Jersey and Connecticut.

It has been expanded from three dealerships which participated in the pilot program to the 127 dealerships with 450 IBM computer terminals conducting 120,000 transactions a day. The main computer is based at World-Wide offices.

By keying in a car's vehicle identification number, its service history and warranty status flashes onto a television-like screen within seconds.

The service file was added to an existing computer system that handled dealer accounting. It developed from a 1978 review of dealership profits, said Rainer Josenhanss, executive vice president of World-Wide Volkswagen.

"I noticed dealers were selling less service and fewer parts than in 1977," he said. "More than 31 percent of the total profits from our dealers are derived from the sale of parts.

"It's critical that our dealers hold onto their customers three or four years, until they are ready to buy new cars."

Josenhanns said he wanted a system that would enhance dealers' reputations for honest service.

"Also, I wanted a system that would tell us which customers

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### 13.5 pct. gain annually through 1985 is forecast

## Auto service seen rising

By Francis J. Gawronski
Service Editor

With gloomy car and truck sales reports being issued at regular intervals and indications that the automobile industry may be hard pressed for some time to achieve the sales volume of a few years ago, it is heartening to come across a forecast that projects growth—and more profits—for at least one segment of the automotive business.

The encouraging appraisal is for the domestic market for automotive service — both labor and parts — where the increase is projected at an average 13.5 percent annually in current dollars from $48.7 billion in 1981 to $80.8 billion in 1985.

This represents an acceleration in growth over the 1977-1981 period, during which revenues rose an average 12.2 percent per year, according to a study by Frost & Sullivan, Inc., a New York-based marketing research firm.

• The study predicts above-average growth for the repair-specialist sector, tire stores, auto supply stores, garages, body shops, jobber retailers and mass merchandisers, while below-average growth is forecast for new-car/truck dealers and service stations.

F&S said automotive service currently accounts for about two-thirds of the total automotive aftermarket, the remainder going to the do-it-yourself sector.

In its study, Automotive Service, Parts and Test Equipment Market, F&S noted that within the service field, labor charges presently represent 48.4 percent of total receipts, down from the 60 percent level of a decade ago.

Analyzing the service market by trade groups, F&S said the repair specialist sector will be the fastest growing, with receipts forecast to grow 16 percent annually from $6.35 billion in 1981 to $11.5 billion in 1985.

With that, the specialist sector's share of the overall market is seen expanding from 13 percent to 14.2 percent.

"Benefitting from a thoroughly business-minded approach to promoting traffic and achieving high utilization of facilities and hours of service, their revenues per day have been substantially higher than those of other trade groups," F&S said.

"These specialists will encounter stiffer competition in 1981-1985 from other businessmen who intend to increase their share of the automotive service market," F&S said.

• "These include auto supply chains, tire dealers, mass merchants, and jobber-retailers, plus major tire company chains and oil companies and car dealers who are attempting a resurgence

Continued on Page 36, Col. 3

## shop talk

By FRANCIS J. GAWRONSKI

## Auto chemicals sales grow

Aided by motorists who are holding onto their vehicles longer and the trend to more do-it-yourself jobs, sales of automotive chemical specialties reached $1.6 billion in 1981, according to a survey by Charles H. Kline Co., Inc.

Kline noted that 1981 sales were up substantially from the $800 million recorded in 1974 when a similar survey was completed.

Although dollar value doubled in this seven-year period, unit volume grew by only 3 percent. According to results from the new survey conducted by the Fairfield (N. J.) marketing consultants, price increases contributed to the major part of the increase.

Radiator antifreeze was by far the dominant product category, Kline said after a preliminary investigation of the market before beginning its detailed field work this winter.

Antifreeze brought sales of $535 million in 1981. Kline said Union Carbide Corp.'s Prestone remains the dominant national brand but regional marketers and mass merchandisers with their private-label products are making inroads in this field.

• Waxes and polishes, with 1981 sales of $120 million, have been one of the most dynamic categories in recent years, according to the survey.

Kline said the introduction and popularity of long-lasting and easy-to-apply products, also known as "poly" waxes, has spurred dollar sales of all waxes and polishes far above the inflation level.

Oil additives, once the fastest growing category in the automotive chemical business, were hurt by bad publicity in the mid-1970s and have shown limited unit growth since that time, Kline said.

However, the oil-additive category has increased in dollar volume with inflation and now represents $90 million in marketers' sales to the aftermarket.

According to Kline, a preliminary survey breakdown of the market by other product categories is as follows:

Automatic transmission fluids, $75 million; lubricating greases, $70 million; brake fluid, $60 million; filling patching compounds, $55 million; gasoline additives, $35 million; touch-up paint, $30 million; and all other, $530 million.

Historical and future growth of chemicals, according to Kline, varies inversely with sales of new cars. As consumers keep their current automobiles for longer periods, maintenance expenses rise, thus spurring sales of such products as antifreeze,

Continued on Page 37, Col. 1

**Time-saving diesel timer**

Designed for timing General Motors' 5.7-liter V-8 and 4.3-liter V-6 diesel engines, the MT 480 diesel timing meter, introduced by Snap-On Tool Corp., Kenosha, Wis., and approved by GM, allows a mechanic to check just how far the timing is off, rotate the pump accordingly and use the meter to check results instead of approximating timing as with the old static method. The setup, testing, adjustment and retesting steps can all be done in 30 minutes or less, according to Jim Phiel, above, Snap-On test and application specialist. With a probe soon to be available, the meter will be compatible with GM's new 6.2-liter engine. As probes are developed, the meter's usage will be expanded to other diesels.

# shop talk

Continued from Page 20

radiator additives, automatic transmission and brake fluids and touch-up paint.

Kline said the trend to more do-it-yourself tasks also will continue to aid the automotive chemical business in the future. Even such projects as lubrications are now performed by do-it-yourselfers.

Taking these and other factors into account, Kline predicts a modest growth for the overall industry but a rosy future for some categories of the auto chemical specialties.

The firm forecasts that unit sales of the entire industry will increase only 2.3 percent annually from 1981 to 1986. Sales will be $1.9 billion in 1986, as measured in constant dollars or $3 billion on inflationary price increases averaging 10 percent a year.

Kline said the overall market will be held back by the large market size of some slow-growth categories like antifreeze, oil additives, automatic transmission fluids and brake fluid.

By contrast, Kline said, some of the fast-paced product groups, such as spray penetrants and vinyl protectors and cleaners, will continue to grow rapidly.

According to early results for the survey, even the $120-million market for waxes and polishes will increase at a good rate, spurred by the popularity of high-priced products.

The survey, Automotive Chemical Specialties, which is the fourth edition of this market study, will be based on an analysis of 1,450 interviews with consumers, retailers, suppliers, wholesalers, distributors, government agencies and other trade factors, according to Kline.

The study will be published in late 1982. The subscription price of $13,500 includes access to all data, one day of consultation and five copies of the report.

**Estimated U. S. Sales of Automotive Chemicals Specialties 1981**

Millions of Manufacturers' Dollars

| | |
|---|---|
| Radiator antifreeze | $ 535 |
| Waxes and polishes | 120 |
| Oil additives | 90 |
| Automatic transmission fluids | 75 |
| Lubricating greases | 70 |
| Brake fluid | 60 |
| Filling patching compounds | 55 |
| Gasoline additives | 35 |
| Touch-up paint | 30 |
| All other | 530 |
| Total | $1,600 |

Source: Charles H. Kline & Co., Inc., Fairfield, N.J.

## Looking east

WASHINGTON. — The Commerce Department has named Melvin W. Searle the first U. S. senior commercial officer in the People's Republic of China. He will be stationed in Peking.

***Oldsmobile honor Grassi***

Jack D. Grassi, second from left, president, Grassi Oldsmobile-Cadillac, Inc., Greenwich, Conn., receives his eighth consecutive Oldsmobile Award of Merit for quality service from D. Prezakora, second from right, Oldsmobile service district manager. Others at the presentation are E. Kellogg, left, Oldsmobile regional service manager, and Carmen Moretti, right, dealership service manager.

## VW dealers put service records into computer

Continued from Page 20

hadn't come in for warranty work or routine maintenance because then we would be able to send out a mailing to bring them back to the shop," he said.

"I looked at the manual filing system we were using back then and almost every dealer I talked to told me the files were hard to keep up to date and that a lot of clerical time was required."

The computer system also was designed to help target customers for promotional mailings on service specials.

One of the network's first participants, Enzo Montesi, Montesi Motors, West Haven, Conn., said he is pleased with the results at his dealership.

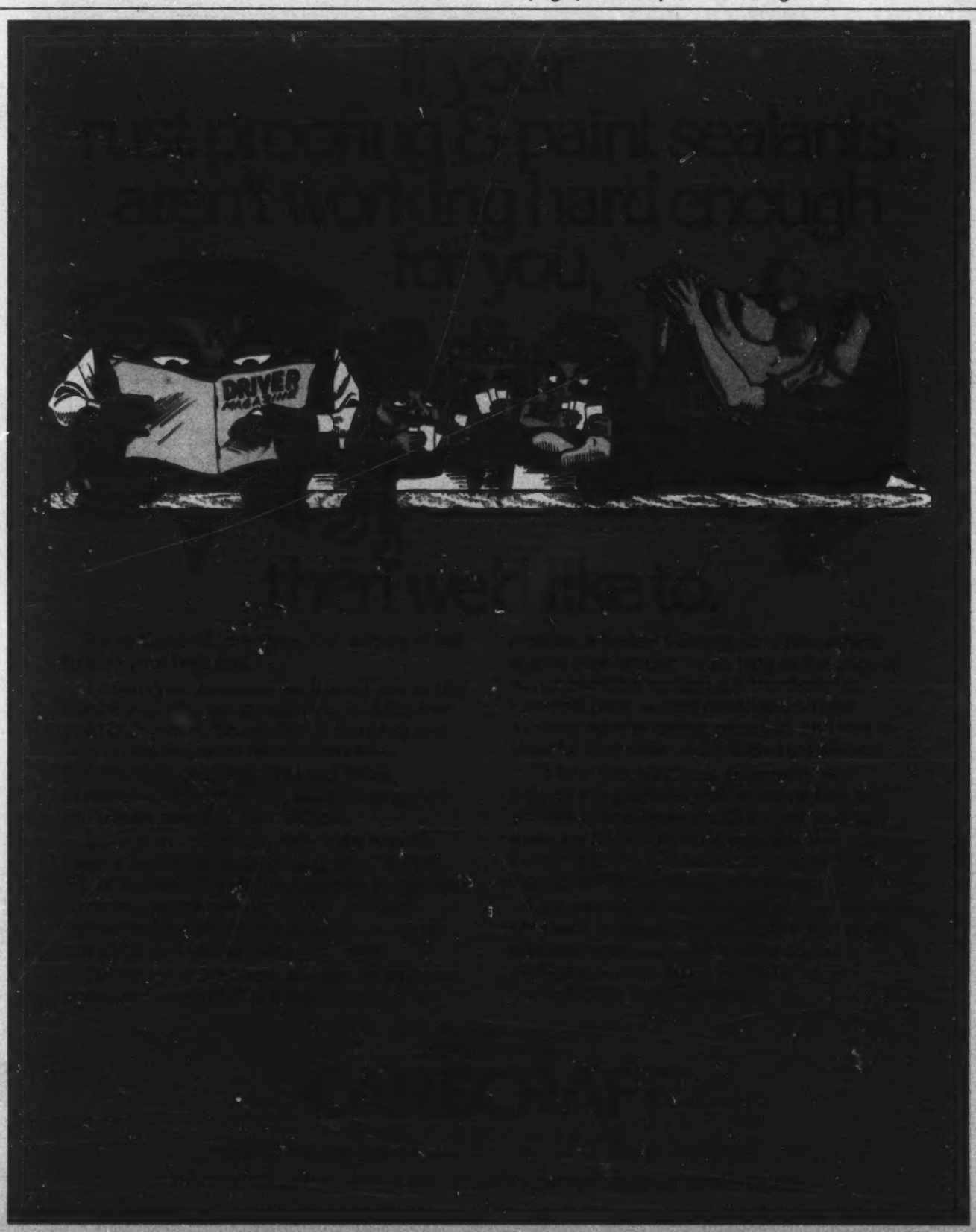
He said that even though the auto industry is in a down cycle, there was an improvement in his service-repair sales.

• Favorable customer response to the instantaneous information is one benefit, he cited. Some of his customers are traveling salesmen who use the computer printouts detailing a year's service work as part of the tax documentation submitted to IRS, he said.

Frank J. Schaffeld, World-Wide VW's vice president—service, cited another plus of the new system: "The equipment provides for quicker entry of all accounting data, easier entry of warranty claims and easier recovery and corrections of errors."

World-Wide's host computer is an IBM System/370 Model 158-3. Participating dealerships have IBM 3278 vidio display terminals and IBM 3287 printers, which replaced older typewriter-like terminals.

Because the system is used so heavily, World-Wide is testing five IBM 3863 modems that are better able to diagnose problems within the computer system and communications lines that transmit data.



**Dealer network being organized for $50,000 4x4**

# Texas firm to market Austrian ATV

Continued from Page 18

product that money can buy. And initially, there will be only about 1,000 available in the U. S."

He said the vehicle will appeal not only to sportsmen and enthusiasts, but also to such businesses as oil-production and oilfield-service companies, seismic crews, surveyors, construction companies, snow ski resorts and logging companies.

Named for an Austrian work horse that is highly prized for its strength and sure-footedness, the Pinzgauer was originally developed for the Swiss army as a personnel carrier to meet the demands of cross-country travel in the rugged Alps.

• Weighing about 4,300 pounds, the Pinzgauer has a load capacity of 1,700 pounds, an 87-inch wheelbase, a top speed of 70 MPH and carries five people.

The vehicle can climb a 45-degree slope, has a 13-inch ground clearance, and can ford 24 inches of water, Russell said.

It features four-wheel independent suspension with swing axles; four-wheel, power assisted disk brakes; 2.7 liter, 100 HP air-cooled, in-line four-cylinder engine; portal axles for increased bottom clearance; two-speed, full synchronized transfer case providing 10 forward gears and two reverse gears; hydraulically-locking front and rear differentials; single coil front springs and double coil rear springs.

Hydraulic controls enable the driver to shift to four-wheel drive while the vehicle is moving at any speed, Russell said.

The American version will be equipped with dual overhead instrumentation consoles, Recaro seats, Blaupunkt AM-FM radio, carpets, Cibie quartz-halogen headlights, fluorescent interior lighting and VIP steering wheel.

# factories list auction dates

### American Motors

Feb. 16 — D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

Feb. 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.; Central States Auto Auction, Mason City, Ia.

Feb. 18—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.

Feb. 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 24—Sand Mountain Auto Auction, Boaz, Ala.; Southern Auto Sales, Warehouse Pt., Conn.

Feb. 25 — Atlanta Auto Auction, Red Oak, Ga.; Golden Gate Auto Auction, Fremont, Calif.

Feb. 26 — Floyd Hauhe Auto Auction, Bridgeton, Mo.; Aptco Auto Auction, Taylor, Mich.

### Ford Motor Co.

Feb. 16—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 17—Concord Auto Auction, Hosmer Street, Acton, Mass.

Feb. 23—South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

### Used car sales

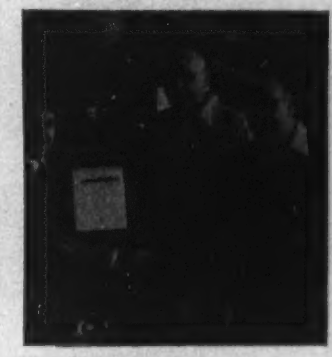
Auction Averages

| | |
|---|---|
| February to date | $4,923 |
| Month ago | $4,117 |
| Year ago | $4,194 |

### Model breakdown

Auction Averages

| | February To Date | January | December |
|---|---|---|---|
| 1982 | $7,371 | $7,432 | $ |
| 1981 | 6,894 | 6,435 | 6,424 |
| 1980 | 5,125 | 5,144 | 5,383 |
| 1979 | 4,445 | 5,184 | 4,321 |
| 1978 | 3,794 | 3,633 | 3,475 |
| 1977 | 2,662 | 2,857 | 2,590 |
| 1976 | 2,394 | 2,343 | 2,026 |
| 1975 | 2,210 | 1,854 | 1,361 |
| Overall Average | $4,923 | $4,904 | $4,117 |



***Pontiac duo***

Lyle Grover, center, and Harry Grover, right, of Grover Auto Co., Zumborta, Minn., receive a 25-year Pontiac dealer award from Max Dajnowicz, Minneapolis zone manager.

# used-car auction directory

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12 CALIFORNIA AUTO DEALERS EXCHANGE, Anaheim, Calif. 92806 Sale Wednesday Phone 714/ 998-9400
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**But year-to-date total is 39 pct. below 1981**

# Auto output rises as 6 plants return

By Patricia Hoffman
Staff Writer

The return of six car assembly points plus daily and Saturday overtime at Ford Motor's Wixom facility helped boost last week's domestic auto production substantially from the previous week's total.

The auto makers scheduled 79,501 units last week, a gain of 51.75 percent from 52,389 the previous week, but down 21.33 percent from 101,054 the comparable 1981 week.

So far this year, the makers have finished 412,069 cars, down 39.76 percent from 684,008 the comparable period last year.

Eight General Motors, two Chrysler Corp., and six Ford Motor assembly points remained idle last week (Feb. 8). They were:

GM Framingham, Janesville, Lakewood, Lordstown, Oklahoma City, South Gate, Tarrytown and Wilmington; Chrysler Belvidere and Jefferson, and Ford Atlanta, Dearborn, Kansas City, Lorain, San Jose and Wayne.

American Motor's Kenosha facility resumed operations last week with a reduction in the daily line rate from 510 units to 310, on one shift.

Also returning last week were GM's Baltimore, Flint, Linden, and Tarrytown plants and Chrysler's St. Louis plant.

Ford's Wixom point worked two-hour daily overtime last week, plus eight-hours on Saturday (Feb. 13).

GM reported that due to the storm the week of Feb. 1, there was a one-day loss of one shift at all its Michigan and Missouri assembly points.

Downtime has been scheduled this week at GM's Framingham, Janesville, Lordstown, Oklahoma City, South Gate, Tarrytown and Wilmington facilities.

## Truck output up despite downtime at Ford, Chrysler

Despite downtime at all Chrysler Corp. truck facilities and two Ford Motor points and a line-rate reduction at American Motors' Toledo (Jeep) plant, domestic truck production last week was well ahead of the previous week's output.

Last week, the truck makers targeted output at 36,029 units, up 52.56 percent from 23,617 the previous week, and up 8.90 percent from 33,085 the comparable 1981 week.

So far this year, the truck manufacturers have completed 186,847 units, a drop of 9.92 percent from 207,427 the comparable period last year.

Ford's Kansas City and San Jose truck facilities were both idle last week for inventory control.

Chrysler's Belvidere point was down last week for the last of a two-week shutdown, halting production of the Dodge Rampage.

Also idle last week was Chrysler's Warren truck facility. Operations are scheduled to resume today (Feb. 15).

AMC reduced the line rate at its Toledo (Jeep) facility last week, cutting output from 395 units a day on one shift to 350 units a day.

International Harvester's Ft. Wayne facility will be idle starting today. The point is slated to return March 1.

## Auto production in Canada jumps 90 pct. for week

Operations at all but one car assembly point and Saturday overtime at Chrysler's Windsor plant, helped boost last week's Canadian auto production 90 percent from the previous week's total.

Last week's estimated car output of 17,268 units rose from the previous week's 9,088, and the total was also up substantially from 6,569 in the comparable 1981 week.

Year-to-date, the auto manufacturers have built 78,276 cars, a gain of 12.88 percent from 69,343 in the comparable period last year.

Truck production last week was targeted at 8,154 units, more than double the 4,039 built the previous week, but down 29.14 percent from 11,507 in the comparable 1981 week.

So far this year, the truck makers have finished 42,364 units, a drop of 32.71 percent from 62,956 in the same period last year.

General Motor's Oshawa (No. One) car facility returned last week (Feb. 8) after being idle two week's for inventory control. The point is scheduled to go down again today (Feb. 15) for another two weeks of inventory adjustments.

Also back last week was Ford Motor's Oakville car point. The facility was idle due to heavy inventories.

Chrysler's Windsor car and truck facilities returned to normal operations last week after production was halted for two days the previous week due to a storm. Both shifts at each facility worked Saturday (Feb. 13) to make up for the loss of production.

Ford's St. Thomas car point and Oakville truck facility remain idle this week (Feb. 15) for the last of a three-week shutdown to control inventories.

# EPA grants NOx waivers to seven more diesel users

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—Ruling that technology does not yet exist for diesel-powered vehicles to meet the statutory oxides of nitrogen standard of 1 gram per mile, the EPA has decided to grant waivers from the standard to seven more diesel users.

Such waivers, to a level of up to 1.5 grams per mile NOx, are available through the 1984 model year under provisions of the Clean Air Act amendments of 1977.

Receiving waivers were:

1. BMW, for its innovative 2.4-liter turbo diesel (effective the 1984 model year and up to 1.5 gpm).

2. Chrysler, for a 1.9-liter naturally aspirated diesel it will buy from Peugeot in 1984 (again to the 1.5-gpm level).

3. Ford, for the 2.4-liter turbo diesel it will buy from BMW in 1984 (also to the 1.5-liter gpm level).

4. Peugeot, for its XD2S/XD3S turbo diesels, its 2.3-liter naturally aspirated diesel and a new 1.9-liter naturally aspirated diesel it will offer in 1984 (the level is 1.5 gpm and is effective for the 1983 and 1984 model years).

5. Volkswagen, for turbocharged and naturally aspirated versions of its 1.6-liter and 2.0-liter diesel engines (for the 1.6-liter engine the waiver is to 1.3 gpm and 1.4 gpm depending upon whether it goes in the 2,250 GVW chassis or the 2,500/2,750 GVW chassis; the 2-liter engine gets the waiver to the 1.5-gpm limit).

6. Volvo, for naturally aspirated and turbocharged versions of the in-line 2.4-liter six-cylinder diesel it buys from Volkswagen (the limit is 1.5 gpm for the 1983 and 1984 model years).

7. Vehicle Technology, Inc., a New York firm that wants to put Italian-built VM diesel engines in Ford vehicles for use as taxis and in the Mark VI for personal use. The engines are turbocharged 2.2 and 3.6-liter models. The waiver is to the 1.5-gpm level and is effective from 1981 through the 1983 model year. These engines are the same as those Jaguar plans to use.

Previously, EPA granted waivers to General Motors, Mercedes-Benz, Nissan, Isuzu, Renault and BL Cars, Ltd., for various of their diesel models through the 1984 model year.

## TRUCK PRODUCTION IN U.S.†

| | Week Ended Feb. 13, 1982 | Week Ended Feb. 14, 1981 | Week Ended Feb. 6, 1982 | Feb. to Date | Jan. 1 to Feb. 14, 1981 | Jan. 1 to Feb. 13, 1982 |
|---|---|---|---|---|---|---|
| CHEVROLET | 12,722 | 13,000* | 9,127 | 21,849 | 82,900 | 71,308 |
| DODGE | ..... | 1,700 | 1,204 | 1,204 | 6,896 | 10,951 |
| FORD | 13,644 | 7,512 | 6,420 | 20,064 | 55,701 | 52,714 |
| GMC | 4,598 | 5,118 | 3,765 | 8,363 | 29,655 | 25,964 |
| INTERNATIONAL | 1,150 | 1,690 | 1,011 | 2,161 | 8,520 | 6,639 |
| VOLKSWAGEN | 715 | 1,040 | 690 | 1,405 | 5,049 | 2,708 |
| JEEP | 1,750* | 1,740* | ..... | 1,750* | 12,096* | 7,963* |
| AM GENERAL | 50* | 85* | ..... | 50* | 510* | 200* |
| MISCELLANEOUS | 1,400* | 1,200* | 1,400* | 2,800* | 6,100* | 8,400* |
| Total Trucks, U.S. | 36,029 | 33,065 | 23,617 | 59,646 | 207,427 | 186,847 |

## CANADIAN TRUCK PRODUCTION

| | Week Ended Feb. 13, 1982 | Week Ended Feb. 14, 1981 | Week Ended Feb. 6, 1982 | Feb. to Date | Jan. 1 to Feb. 14, 1981 | Jan. 1 to Feb. 13, 1982 |
|---|---|---|---|---|---|---|
| CHRYSLER CORP. | 2,000 | 1,600 | 1,375 | 3,375 | 4,613 | 9,410 |
| FORD MOTOR | 359 | 3,280 | 359 | 718 | 18,792 | 7,189 |
| GENERAL MOTORS | 5,560 | 6,382 | 2,145 | 7,705 | 37,923 | 24,403 |
| INTERNATIONAL | 235 | 245 | 160 | 395 | 1,628 | 1,362 |
| Total Trucks, Canada | 8,154 | 11,507 | 4,039 | 12,193 | 62,956 | 42,364 |
| N. American Trucks | 44,183 | 44,592 | 27,656 | 71,839 | 270,383 | 229,211 |

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

## U.S. CAR PRODUCTION

| | Week Ended Feb. 13, 1982 | Week Ended Feb. 14, 1981 | Week Ended Feb. 6, 1982 | Feb. to Date | Jan. 1 to Feb. 14, 1981 | Jan. 1 to Feb. 13, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 1,550* | 475* | ..... | 1,550* | 10,415* | 5,529* |
| Spirit | ..... | ..... | ..... | ..... | ..... | ..... |
| Concord | ..... | ..... | ..... | ..... | ..... | ..... |
| Eagle | ..... | ..... | ..... | ..... | ..... | ..... |
| CHRYSLER CORP. | 5,600 | 13,550 | 4,071 | 9,671 | 70,568 | 46,576 |
| Plymouth Total | 2,400 | 6,750 | 2,403 | 4,803 | 35,031 | 20,554 |
| Horizon | ..... | 2,100 | ..... | ..... | 11,854 | 6,153 |
| Reliant | 2,400 | 4,600 | 2,403 | 4,803 | 21,626 | 14,401 |
| Caravelle | ..... | 50 | ..... | ..... | 274 | ..... |
| Gran Fury | ..... | ..... | ..... | ..... | 1,277 | ..... |
| Chrysler Total | 1,100 | 1,100 | 1 | 1,101 | 4,873 | 7,893 |
| LeBaron | 1,100 | 1,100 | 1 | 1,101 | 3,597 | 7,893 |
| Chrysler | ..... | ..... | ..... | ..... | 1,276 | ..... |
| Dodge Total | 2,100 | 5,700 | 1,667 | 3,767 | 30,664 | 18,129 |
| Omni | ..... | 1,300 | ..... | ..... | 9,935 | 5,186 |
| Aries | 1,600 | 3,800 | 1,667 | 3,267 | 17,838 | 10,279 |
| Diplomat | ..... | 600 | ..... | ..... | 2,222 | ..... |
| Dodge 400 | 500 | ..... | ..... | 500 | ..... | 2,664 |
| St. Regis | ..... | ..... | ..... | ..... | 669 | ..... |
| FORD MOTOR | 7,860 | 18,387 | 6,782 | 14,642 | 137,408 | 55,474 |
| Ford Division | 2,894 | 11,913 | 2,756 | 5,650 | 94,033 | 28,530 |
| Escort | 1,571 | 7,743 | 1,481 | 3,052 | 49,475 | 12,541 |
| Fairmont | ..... | 1,056 | ..... | ..... | 19,066 | 3,064 |
| Must./Must. II | ..... | 1,116 | ..... | ..... | 6,515 | 4,311 |
| Granada | 1,323 | 312 | 1,275 | 2,598 | 5,777 | 5,833 |
| T-Bird | ..... | ..... | ..... | ..... | 3,025 | 2,528 |
| Ford | ..... | 1,686 | ..... | ..... | 10,155 | ..... |
| EXP | ..... | ..... | ..... | ..... | ..... | 233 |
| L-M Division | 4,966 | 6,474 | 4,026 | 8,992 | 43,375 | 26,944 |
| Mercury Total | 2,572 | 5,148 | 2,438 | 5,010 | 36,644 | 16,477 |
| Lynx | 605 | 2,738 | 719 | 1,324 | 15,930 | 3,502 |
| Capri | ..... | 475 | ..... | ..... | 2,202 | 1,020 |
| Zephyr | ..... | 447 | ..... | ..... | 5,957 | 1,472 |
| Cougar | 677 | 193 | 709 | 1,385 | 2,594 | 3,429 |
| XR-7 | ..... | ..... | ..... | ..... | 1,645 | 737 |
| Mercury | 1,290 | 1,295 | 1,010 | 2,300 | 8,316 | 6,235 |
| LN7 | ..... | ..... | ..... | ..... | ..... | 82 |
| Lincoln Total | 2,394 | 1,326 | 1,588 | 3,982 | 6,731 | 10,467 |
| Continental ('82) | 479 | ..... | 319 | 798 | ..... | 2,623 |
| Lincoln | 969 | 616 | 706 | 1,675 | 2,989 | 4,186 |
| Mark VI | 946 | 710 | 563 | 1,509 | 3,742 | 3,658 |
| GENERAL MOTORS | 60,826 | 64,482 | 37,927 | 98,753 | 444,230 | 290,020 |
| Buick Division | 16,446 | 17,731 | 9,323 | 25,769 | 105,863 | 69,247 |
| Skylark | 3,210 | 5,716 | 1,277 | 4,487 | 31,005 | 8,942 |
| Skyhawk J | 2,176 | ..... | 1,870 | 4,046 | ..... | 7,327 |
| Century | 2,660 | 3,880 | 2,605 | 5,265 | 20,414 | 13,921 |
| Regal | 4,805 | 3,730 | 814 | 5,619 | 27,780 | 17,203 |
| Buick | 3,175 | 3,150 | 2,757 | 5,932 | 19,697 | 19,247 |
| Riviera | 420 | 1,255 | ..... | 420 | 6,967 | 2,607 |
| Cadillac Division | 5,730 | 6,646 | 2,407 | 8,137 | 37,928 | 28,249 |
| Cimarron | ..... | ..... | ..... | ..... | ..... | 493 |
| Seville | 545 | 890 | ..... | 545 | 4,237 | 1,908 |
| Eldorado | 1,585 | 1,505 | ..... | 1,585 | 8,334 | 5,837 |
| Cadillac | 3,600 | 4,251 | 2,407 | 6,007 | 25,357 | 20,011 |
| Chevrolet Division | 13,705 | 19,555 | 7,826 | 21,531 | 155,889 | 73,688 |
| Chevette | ..... | ..... | ..... | ..... | 24,550 | 3,333 |
| Cavalier | ..... | ..... | ..... | ..... | ..... | 13,469 |
| Celebrity | 600 | ..... | 756 | 1,356 | ..... | 4,993 |
| Camaro | 4,180 | 2,965 | 3,758 | 7,938 | 13,233 | 20,815 |
| Citation | 3,105 | 6,945 | ..... | 3,105 | 39,365 | 14,249 |
| Malibu | 2,710 | 2,090 | 1,205 | 3,915 | 28,096 | 6,030 |
| Monte Carlo | 2,090 | 1,955 | 1,208 | 3,298 | 17,326 | 5,251 |
| Chevrolet | 420 | 4,800 | 432 | 852 | 28,563 | 2,124 |
| Corvette | 600 | 800 | 467 | 1,067 | 4,756 | 3,424 |
| Oldsmobile Division | 18,331 | 15,831 | 14,043 | 32,374 | 109,301 | 83,142 |
| Omega | 1,510 | 3,256 | 1,138 | 2,648 | 18,194 | 7,549 |
| Firenza | 2,348 | ..... | 1,462 | 3,810 | ..... | 13,342 |
| Cutlass | 4,800 | 6,085 | 3,868 | 8,668 | 53,168 | 17,648 |
| Cutlass/Ciera | 3,218 | ..... | 2,771 | 5,989 | ..... | 9,274 |
| Oldsmobile | 5,405 | 5,530 | 4,804 | 10,209 | 32,459 | 31,636 |
| Toronado | 1,050 | 960 | ..... | 1,050 | 5,480 | 3,693 |
| Pontiac Division | 6,614 | 4,719 | 4,326 | 10,942 | 35,249 | 35,694 |
| Acadian† | ..... | ..... | ..... | ..... | 953 | ..... |
| J2000 | ..... | ..... | ..... | ..... | ..... | 1,838 |
| T1000 | ..... | ..... | ..... | ..... | ..... | 240 |
| Firebird | 2,359 | 1,115 | 2,169 | 4,528 | 6,643 | 11,301 |
| Phoenix | 975 | 2,784 | ..... | 975 | 13,505 | 3,906 |
| Grand Prix | 1,640 | ..... | 1,134 | 2,774 | 6,980 | 9,212 |
| Bonneville ('82) | 1,640 | ..... | 1,025 | 2,665 | ..... | 9,197 |
| A8000 | ..... | ..... | ..... | ..... | ..... | ..... |
| LeMans | ..... | 500 | ..... | ..... | 4,864 | ..... |
| Pontiac | ..... | 320 | ..... | ..... | 2,304 | ..... |
| VOLKSWAGEN | 3,565 | 4,150 | 3,509 | 7,074 | 21,217 | 14,070 |
| CHECKER | 100* | ..... | 100* | 200* | 170 | 400* |
| Total Cars, U.S. | 79,501 | 101,054 | 52,389 | 131,890 | 684,008 | 412,069 |

## CANADIAN CAR PRODUCTION

| | Week Ended Feb. 13, 1982 | Week Ended Feb. 14, 1981 | Week Ended Feb. 6, 1982 | Feb. to Date | Jan. 1 to Feb. 14, 1981 | Jan. 1 to Feb. 13, 1982 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 600 | 600 | 541 | 1,141 | 3,557 | 2,530 |
| CHRYSLER CORP. | 3,200 | ..... | 2,263 | 5,463 | 1,732 | 18,600 |
| FORD MOTOR | 3,723 | 992 | 315 | 4,038 | 6,301 | 15,693 |
| GENERAL MOTORS | 9,520 | 4,752 | 5,744 | 15,264 | 56,438 | 40,104 |
| VOLVO | 225 | 225 | 225 | 450 | 1,315 | 1,349 |
| Total Cars, Canada | 17,268 | 6,569 | 9,088 | 26,356 | 69,343 | 78,276 |
| N. American Cars | 96,769 | 107,623 | 61,477 | 158,246 | 753,351 | 490,345 |
| N. American Trucks | 44,183 | 44,592 | 27,656 | 71,839 | 270,383 | 229,211 |
| North American Cars and Trucks | 140,952 | 152,215 | 89,133 | 230,085 | 1,023,734 | 719,556 |

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.